

2007 NMI National Meeting September 5th ~ 9th San Diego, California

Licensing & **New Products** Channel Marketing & 2 Merchandising Materials Management 3 Supply Chain 4 Display Repair 5 6 IS Training Regional Module 8 Sales Presentation 9 **Brass Tacks** Miscellaneous 10

Welcome to San Diego 2007 NMI National Meeting

New Products and Licensing Module

Sandy Hatcher, Software Licensing Manager

Nate Williams, Sr. Product Specialist -Product Development

Michelle Heimerl, NMI Field Specialist

Stephen Ward, Product Tester

What's In The Name? And Were Wii Thinking?

- #10 To Wii or not to Wii ... That is the question.
- #9 If you don't have a Wii, you can play with mine.
- #8 Can Wii talk?



#7 Wii came, Wii saw, Wii kicked some A**!



#6 It's on the Wii.

#5 Johnny! Go to your bedroom and play with your Wii! #4 It's not about the size of the Wii – it's how you use it. #3 Hey get your hands off my Wii!! #2 I gotta Wii! And.....

The #1 Best use of the name...
And to our friends in this business ~

Sony... Microsoft...
Wii win – you lose!!!

Here we are a year later...

And we are the leaders in the video game business!!

A year ago, we heard

"What are they thinking?"

Today, we're in the media everyday...

In one way or the other.

Let's take a look at a couple of funny clips.

What's on the Agenda:

- Third Party Business Update Sandy
- First and Second Party Software Update
 Nate
- Hands on Game Play Sandy, Nate, Michelle, Stephen
- Module Q&A Sandy, Nate, Michelle, Stephen

How Important is Third Party Software to Nintendo's Overall Business

Nintendo's Third Party partnerships are responsible for close to 50% of Nintendo's software business.

With No Licensees -

We don't compete -

It's that important!

We're close to 100 Licensees strong today

And they're knocking down our doors to get on the band wagon!

Top 5 Licensees for All Platforms in 2007

- #1 Ubisoft
- #2 Activision
- #3 Electronic Arts
- #4 THQ
- #5 Disney

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Let's Talk About Nintendo DS Hardware The "ROCK" of Nintendo's Business! • Launched 11/21/2004 • And it just continues to get stronger and stronger Not only in the U.S. but WORLDWIDE!





And On the Third Party Side...

- 150 DS titles have released so far this year.
- 150 additional projected between now and end of year.
- 300 for calendar year 2007!! Wohoo!

Almost as many titles, in one year, as have been launched life to date!

Top 5 Nintendo DS Licensees

- Disney
- Activision
- Ubisoft #3
- Electronic Arts
- THQ

Third Party Holiday Line-Up for DS

- ACTIVISION

 "Bee Movie Game" October

 "Spider-Nan: Friend or Foe" October

 "Tony Hawk's Proving Ground" October

 "World Series of Poker 2008: Battle For the Bracelets" October

- DISNEY

 "Disney Princess Magic Jewels" October

 "Hannah Montana Music Jam" October

 "Suite Life of Zack and Cody: Circle of Spies" October

 ELECTRONIC ARTS

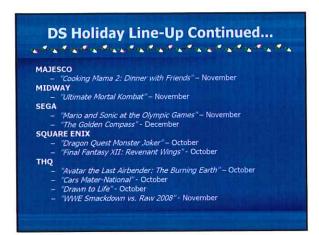
 "Boogie" November

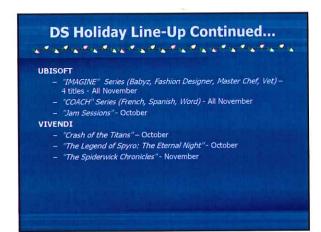
 "FIFA '08" October

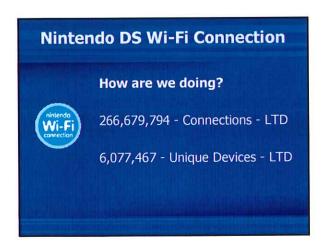
 "The Simpsons" October

LUCASARTS

- "Lego Star Wars: The Complete Saga" November "Thrillville: Off the Rails" October







DS Download Stations 13,000 Download Stations in place. 150,000 Consumers downloaded between July and August Average downloads per store = 18.71

Download Station #7 In place early October 2007 8 Licensees participating 11 Licensee titles Ninja Gaiden Contra 4 My Sims My Sims Cooking Mama 2 High School Musical My Word Coach Poctober 2007 Worms: Open Warfare 2 Jam Sessions Spider-Man: Friend or Foe Bee Movie Transformers











OH MY! And support, and support and support! • 55 Wii Licensees • ____ Wii Developers

Development kits still in demand. Close to 4,000 kits shipped to date. Wii development is affordable. - Wii Kits – a fifth of the cost of our competition! Can't keep up with approval of developers.

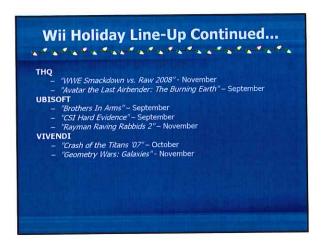
Are Licensees Supporting Wii With Software?

- 51 Wii titles have been released so far this
- 115 additional projected between now and end of year.
- 166 for calendar year 2007!! Wohoo!



Third Party Holiday Line-Up for Wii ACTIVISION - "Bee Movie Game" - October - "Guitar Hero 3" - October - "Tony Hawk's Proving Ground" - October CAPCOM "Resident Evil 4: The Umbrella Chronicles – October (Zapper) - "Resident Evil": The Grids DISNEY - "Hannah Montana World Tour" - October - "High School Musical" - November ELECTRONIC ARTS - "EA Playground - October - "Medal of Honor: Heroes 2" - November - "My Sims" - September - "The Simpsons" - November - "Lara Croft Anniversary" - November

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| | SARTS |
| | "Lego Star Wars: The Complete Saga" - November "Thrillville: Off the Rails" - October |
| MID | |
| | "Cruis'n" – November |
| Name | co Bandai |
| | "Soul Calibur Revolution" – November |
| SEGA | |
| | "Ghost Squad" – November (Zapper) |
| | "Nights" - November |
| | "Mario and Sonic at the Olympic Games" - November |
| | "The Golden Compass" - December |
| TAKE | TWO |
| - 2 | "Manhunt 2" – December |



Third Party Marketing Support Do we support Third Party titles with marketing support? In every way!! And at no cost to Licensees! Retail Catalogs Retail Manager Shows Retail P.O.P Online marketing campaigns - Nintendo.com Media / Analyst Tours Advertorial print T.V. Library Spots



| Thank You for Supporting | H |
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| Our Licensees!! | |
| Without You - Their Business | Ä |
| Could Not Flourish!! | 抻 |
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New Products First Party

Sales Information (First Party)

•Through the first half of 2007, the total Wii™ hardware sell-through in the United States and Canada combined is more than 2.3 million units (2.1 million United States, 222,000 Canada).

•For the first half of 2007, Nintendo represents nearly 70 percent of the industry growth in the United States and Canada combined.

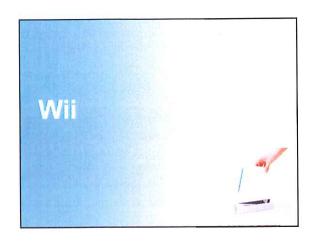
In June atone, Wii was once again the top-selling home console with nearly 435,000 units sold in the United States and Canada combined (381,800 United States, 53,000 Canada).

•in June alone, Nintendo DS™ was the top-selling video game system overall with nearly 608,000 units sold in the United States and Canada combined (562,000 United States, 46,000 Canada).

•Nintendo remained the top video game publisher in the United States and Canada in June, as well as the top publisher for all of 2007.

Sales Information (First Party)

- In June alone, Nintendo had six of the top 10 best-selling games in the United States, including the top four: Mario Party® 8 and Wil Play™ for Wil, and Pokémon® Diamond and Pokémon® Pearl for Nintendo DS.
- Of the top 30 best-selling games in the United States for all of 2007, half are for Nintendo systems.
- The three best-selling games in the United States for all of 2007 are for Nintendo systems: Pokémon Diamond, Wil Play and Pokémon Pearl.
- Wil already boasts more than 180 games, including 120 downloadable Virtual Console™ titles. By the end of the year, that total number will climb to about 330 games, including an additional 100 new games from every major third-party publisher, along with an additional 50 Virtual Console titles.
- Approximately 300 games are already available for Nintendo DS, with another 140 titles expected by the end of the year from every major thirdparty publisher.



Donkey Kong® Barrel Blast

- · Release Date: Oct 08, 2007
- Racing/Action Game where high-powered jet barrels are used to fly through a variety of worlds.
- Shake the Remote and Nunchuk alternately to speed up. Once you reach max speed, you don't have to shake your arms anymore (unless you hit something).
- •Shake both the Remote and Nunchuk at the same time to jump.
- •Players challenge the Kremlings or up to three pals on five worlds.



Battalion Wars™ 2

- · Release Date: Oct 29, 2007
- · Three Online Multiplayer Modes

Assault: Instant Combat Skirmish: Tactical depth Co-op; Work with friends

•Three Theatres of War: Five New Naval Units Battleship, Frigate, Submarine, Dreadnought, Transport

Six Different Races, Five Different Environments - with new vehicles for each side

Bigger and Better: 20+ single-player missions AND 15+ multiplayer missions



Endless Ocean™

•Go to the ocean and use the Wii Remote to perform a variety of diving maneuvers. Then use your Wi-Fi connection to meet up with your friends and swim under water together.



Fire Emblem™

- Release Date: 11/05/07
- Great turn-based combat and awesome strategy.
- Tenth Fire Emblem game in the series; first for Wii
- Same characters as last Fire Emblem
- Same popular chapter-based gaming



Super Mario® Galaxy

- · Releases 11/12/07
- Become Mario as he traverses a galaxy of gravities, traveling in and out of gravitational fields by blasting from planet to planet.
- Controlling Mario is as simple as can be with the Wii Remote and Nurschuk. Players move Mario with the Control Stick and shake the Wii Remote to perform a spin move or cue stars that launch him to and from planetary objects.
- Players can even point at bits of stardust to collecthem or latch onto stars to blaze a magnetic trail through the heavens.
- Don't want to head into space alone? With a second Will Remote, another player can play alongside by pointing at and collecting bits of stardust, then launching them at enemies.



Super Smash Bros.® Brawl

- Releases 12/03/07
- Encourage stores to stay up to date with the latest news about the game at Smash Bros DoJo

Smash Bros DoJo
http://www.smushbos.com/ the official
Super Smash Bros. Brawl website.
The site features daily weekday
updates straight from Massahiro
Sakurai, the creator of the game.

 Some of the new characters introduced to this version of the classic series include Meta Kright, Zero Suit Samus, Wario, Snake, Pit, Ike, and Diddy Kong.



Mario Kart Wii (temp. name)

- · Releases 2008
- · Will feature new vehicles.
- Compete against friends near and far via Nintendo Wi-Fi Connection.
- Will launch with a new wheel accessory (name not final).



Wii Fit

- · TBA release date
- Packed with Wii Balance Board (name not final).
- Check out your Body Mass Index (BMI), an evaluation based on a ratio of weight to height.
- Learn your Wii Fit Age, which factors your BMI, tests your center of gravity, and the results of several balance tests.
- Will feature more than 40 types of training activities to appeal to all members of the household.

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Nintendo DS

DK Jungle Climber

- Release date: 09/10/07
- Use the same control scheme from DK™: King of Swing Game Boy® Advance SP to swing and climb to new heights made possible by the dual screens of Nintendo DS.
- Adventure mode features Diddy Kong® as a -sub-character, but players can look forward to new moves, new items and a bunch of -mini-games sure to make them go bananas.
- Fun tutorials that ease new players into the game also can be accessed as mini-game challenges.
- Take on up to three pals in fun multiplayer challenges using DS Download Play and the DS Local Area Network. Pick from Donkey Kong, Diddy Kong, Dixie Kong™ or Funky Kong™



Chibi-Robo™: Park Patrol

- · Walmart only release
- Release date 09/24/07
- Playground equipment in the park is disappearing mysteriously and the flowers in the park have been transformed by evil monsters. It's up to Chibi-Robo to save the day and make the park a nice place to visit again.

 This lies around Chibi-Robo idea.
- This time around, Chibi-Robo rides buggies, cars and boats across lawns and ponds, fights mysterious enemies with his trusty squirter, dances in the park to give ife to the plants there and builds playground equipment to make the park a better place.



The Legend of Zelda®: Phantom Hourglass

- Release Date 10/01/07
- All game control is via the touch screen/stylus
- screen/stylus
 Link, Tetra and Tetra's band of pirates
 have set sail in search of new lands at
 the end of the Wind Waker adventure.
 Phantom Hourglass continues the
 story from there.
- A two-player battle mode (playable over local wireless or Nintendo Wi-Fi Connection) pits one player, as Link, against another player who controls the enemies pursuing him



Flash Focus™: Vision Training in Minutes a Day

- Release date: 10/15/07
- Boost Your Focus Power: Train with quick, fun activities based on vision-training programs used by top athletes.
- Put eyes to real-world tests: Take a swing at a speeding pitch, outmaneuver incoming linebackers and strike the soccer ball into the goal in fun, sports-based training activities.
- Pick up and play every day: Users complete daily training activities to challenge Hand-Eye Coordination, Peripheral Vision, Dynamic Visual Acuity, Momentary Vision and Eye Movement, then track their results with a calendar and easy-to-understand charts.

 FLASH FOCUS



Announced but not much news on:

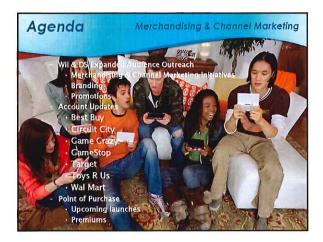
Mario Party® DS (due Nov. 19) Nintendo Magic (name not final) (due 11/26/07) Professor Layton and the Curious Village™ (due 12/03/07)

Any Questions?

Thanks and have a great meeting!!!

Wii will change the world.





Expanded Audience

Key Findings

- · 60% of household members are not active gamers
- Converting a non-gamer into a gamer is a true INCREMENTAL purchase for Nintendo and Retailer.
- Takes Retailer and Nintendo beyond share "shifting" or fighting for the current gamers' share of wallet.
- Although the opportunity is huge, conversion will require strategic planning and unique execution.

The Plan

Objectives:

- Leverage retailers existing consumer base and show them how video games can fit into and benefit their lives
 - Adult non-gamers that are shopping for HDTV's, movies, music, audio electronics or video games for their kids (but not for themselves)

- Reach Shoppers Beyond the Gaming Section and/or Pull Them Into Section Make Shopping for Games Easier Satisfy Core Gamers

Tactics
To Reach Beyond Gaming Aisles and/or Pull Shoppers Into the Section
- Gain out of section exposure to introduce them to HW/SW
- Leverage titles that reach non-gamers
- Brain Games
- Touch Gen titles
- Utilize live sell and Bundle Opportunities
Make Shopping for Games Easier
- Create better signage that:
- Provides guidance for non-gamers or gift givers
- Provides full shopping solutions
- Speaks to lifestyle benefits
- Improve on-shelf presence

- - Improve on-shelf presence
 Clear definition platforms
 - Pricing and assortment Create new fixtures

 - Provide informed customer assistance
 - Invest in ways to improve store associate product knowledge and ways to approach non-gamers

General Updates

What is a brand?

Is it a product? A logo? Perhaps a color? Or is it more?

- A brand is a living, breathing thing, It's a bond that exists between a company and a consumer—a relationship based on core values and grounded in commonality. It is bigger than any one product and often transcends logic. It is who a company is rather than what a company
- A company's brand must be reflected in all aspects of its business from products and customer service to marketing communications and corporate identity. Building a strong brand for Nintendo requires discipline. It requires all Nintendo employees to be champions of the brand in order to maintain our relationship with consumers.
- To be successful, the brands must connect to the consumer in more than just one way. The enjoyment of how a product works, looks, and feels are as important as P.O.P. displays, advertising and packaging. It's the brand that connects all these functions together and makes it more than the sum of its parts, Using tools of the brand, it's our job to complete the connection to the consumer.

General Updates

Brand Update

Use of the Nintendo race track logo is limited. Our focus has shifted from corporate branding to platform branding. You don't buy a Nintendo, you buy a Wii or a DS and we need to reinforce this.

- · Wii Branding
 - Primary colors are white an grey with blue accents

Kick plates Shelf strips Shelf talkers Shelf paper

- · DS Branding
 - Primary colors are black and white Kick plates Shelf strips Shelf talkers Shelf paper

Six Flags

- Wii Experience features Wii and some DS interactive in 10 Six Flag Theme Parks across the country
- · April October 2007







Mall Tour

- Wii Mall Experience in 25 Malls September 7 - November 5
- Wii Mall Experience will expand to another
 25 malls November 8 January 8
- 10 x10 foot print with corded Wii interactivity and DS Dual interactivity featuring Brain Age 2 and Flash Focus: Vision Training in Minutes a Day.
- Partner with Game Stop to help support and drive traffic to their store for purchase.



Norwegian Cruise Lines

- Wii interactives will be in each of their 14 ships
 - 4 per ship located in public lounges, projecting onto movie sized screens and in the Teen/Youth centers on the ships
- The average ship capacity is 2,500 which equates to approximately 1.8 million passengers per year.



My Coke Rewards

- · Coca Cola's repeat purchase incentive program.
 - Allows consumers to collect points and redeem for various awards
 - Nintendo is providing prizes:
 - · Wii hw & sw
 - · DS hw & sw
- · April 16 December 31, 2007



Pringles

- On-pack Sweepstakes

 The sweepstakes will be on 30.6MN packages of Pringles mints 1,5 MM packages of Pringles mack stacks

 Consumers will go online where they have a chance to win 1 of 25 grand a years supply of Pringles.

 Lucky Wit Chip Promotion

 4 MM chips will be printed with Nintendo themed trivia and characters

 Fedured on the outside of 600,000 Pringles of 100,000 printed with Nintendo themed trivia and characters

 One lucky chip will contain a code that enters the consumer for a chance to win Wil hw, sw and Wil points cards.

 Retail Specific Programs

 Pringles is pursuing

 Pallets

 Specially Packaging

 September 15 March 31, 2008



Go-Gurt

- · On-pack Promotion
 - n-pack Promotion

 Nintendo DS and Mario Party DS will be integrated on the front and back of 8.8MM packages of Go-Gurt portable yogurt

 Each individual Go-Gurt tube will be customized to contain fun Mario Party DS themed "activities"

 Approx 92MM tubes
- Co-branded microsite on Nintendo.com that will feature game previews, downloads, etc.
- · October 29 December 30, 2007



Leisure Care

- Leisure Care is the 4th largest senior living community in the US and Canada with over 40 communities and 6,500 residents
 - 65 Wii hw consoles will be placed in in each community activity center and theater rooms
 Goal is to:
 - - Educate the residents on Wii
 Conduct demos on how to use
 Wii
 - Facilitate Wii tournaments for residents to compete against one another
- · June 2007 TBD





Channel Updates

DS Expanded Audience In-store TV Campaign

- Features Nintendo's National TV Ad in participating retailer TV Networks
- Timing: late Oct Nov
- · Super Mario Galaxy Pre-sell
 - Free Commemorative coin with the reservation of Super Mario Galaxy
 - Participating Accounts: Best Buy, Circuit City, Fred Meyer, Game Crazy, GameStop, Target, Toys R Us, Wal-Mart.com
 - Timing: Oct 7 Nov 11
- · Wii/DS Digital Catalog:
 - DVD Catalog featuring Wii and DS Q4 line up and legacy titles
 - Timing: In-store Nov 1

Channel Updates

Nintendo DS Black Friday Bundles

- Gold DS Unit with Zelda Phantom Hourglass
- Rose DS Unit with Nintendogs Best Friends
- Timing: Nov 23 (while supplies last)





- · Super Smash Bros Brawl
 - Mid-Night Opening Launch Kits
 - Participating Retailers: GameStop and possibly Game Crazy
 - Timing: Dec 3

Best Buy Merchandise

· "Social" Gaming

- Incremental merchandising area dedicated to socially inspired games
- Fixture will be 16 linear feet with 4' for Nintendo
- Our section will be dedicated to Wii and showcase sw, accessories, a hw system and a video loop.



Best Buy Merchandise

· Corded Interactivity

- Retro fit Wii end cap
- Timing is October

· DS Download

- Exploring options for a new display
- DS Download system should be moved to base deck of Wii end cap until a permanent location is determined
- Timing is TBD

· Store Reset

- 9/15 - 11/17 - rolling reset

Best Buy Channel

- · Brain Age 2 Sampling Program
 - Store associates will provide roaming demos of DS HW and Brain Age 2 game
 - All Stores are participating
 - Timing August 20 September 30
- · Media Tech Tour
 - Educate Blue Shirts on Nintendo Products
 - Timing: Sept 23 26
- · Acheivers Weekend
 - Reward / Educate top selling Blue Shirts on Nintendo products
 - Timing: Oct. (TBD)
- · Guitar Hero 3 Launch Event
- Timing: Oct. 27 28
- **RZone Event**
 - Timing: Nov. 11

Circuit City Merchandise

- · Interactivity in Home **Entertainment Area**
 - Proposed but on hold
- · DS End Cap
 - AGB interactive no longer on end cap
 - Timing is TBD
- · Managers Meeting
 - Timing: Oct 1-4, New Orleans



Game Crazy Merchandise

- · New Release Tower
 - Timing is TBD
- Mini Stores
 - Approx 200 in 2007
 - Glass cases with Wii and DS HW & SW
 - Key titles



Game Crazy Channel

· Wii Tried it Promotion

- Objective:
 - Drive cross-traffic from Hollywood to Game Crazy
 - Increase Wii trial among an expanded audience
- Hollywood Video Associates will lead non-gamer consumers into Game Crazy
 - Associates will wear Wii Tried it shirts and distribute movie passes
 - Movie passes work like a ticket to try the Wii
 - Consumers receive free popcorn and a coupon
- Timing mid October holidays



GameStop Merchandise

· Branding

- Lit Neon Signs -
 - no longer placing in their windows

· Corded interactivity

· Wii Game packs

- Continue to send to NMI to install
- Special cases send DTS
 - i.e. Metroid due to limited time to promote the game

· DS Download

- Floor mats
 - · Timing is October
 - · Ship to NMI in 2 shipments



Corded interactivity Retrolit install begins September 24th

GameStop Channel

· Zelda Phantom Hourglass Promotional Program

- Gift with Purchase:
 - Consumers will receive a FREE Zelda Cel Art with the purchase of Nintendo DS HW system and Zelda Phantom Hourglass game
 - · Timing: Oct 1 (while supplies last)
- Employee Contest:
 - DS HW and Zelda Game Tie Ratio program for Store Associates
 - · Top Acheivers will receive a custom Zelda Gift
 - Timing: Oct. 1 31 (gifts will be sent out by mid-Nov)
- · Holiday Gift Card
 - Custom branded gift card
 - Timing: Holiday



GameStop Channel

- · Manager's Meeting
- Timing: Sept 9 11
 Store Associate Game Night
- Host an employee hands on demo experience in the Mall Tour foot print
- Timing: Mid Late Oct (TBD)
- · Super Mario Smash Bros.
 - Mid-night opening launch events Pre-sold to date: 105,000

Target Merchandise

- · Proposed End Cap program
 - 4 per year
- · Proposed Side Cap
 - Brain Games
- · Wii interactivity
 - Continue as an education video loop
 - No playable interactivity



Target Channel

- · Channel Red Program
 - 4 titles per month in gaming section
- · In-store TV Wall Program Electronics Department
 - Brain Age 2: 9/2-9/22
 - Flash Focus: 10/14-11/3
 - Super Mario Galaxy: 11/11-12/1
- · Pre-sell gift cards
 - Mario Galaxy
 - · Also features inline POP calling out the game
 - Super Smash Bros. Brawl

Toys R Us Merchandise

- · Wii Educational Hub
 - Remain an education hub with no playable interactivity
 - May add a wrap/shroud under the shelf
- · End Caps
 - Check Lane
 - DS expansion featuring Brain Games and Flash Focus
 mid October
 - RZone
 - · Zelda September 16 October 9
 - Super Mario Galaxy October 10 December 1
 Smash Brothers Brawl December 2 January 1

Toys R Us Merchandise

- · Tween Girl Shop
- End cap timing TBD
- · Proposed Mom Shop
 - Test in 16 stores timing TBD



Toys R Us Channel

- · Geoffrey's Birthday
 - 3 hour event
 - Free download "Manaphy"
- Timing: September 29
- · Big Book Promotion
 - Nintendo DS Software Buy 2 games get one free
 - Timing: Late Oct Holiday

Wal Mart Merchandise

· Xmas Shop

- Objective is to reach an expanded audience in what is traditionally the Garden Shop area and provide easy holiday shopping solutions for Wii and DS
- 1,545 stores
- Timing November December

· 20' Nintendo Shop

- Incremental space that allows branding by platform and audience segmentation
- Roll out 28 stores in October with goal to roll 1,500 out in Q1

Wal Mart Merchandise

Headers

- Updated and should feature white glow and Wii or DS logos
- Replacements handled by Wal Mart through vendor

· Entertainment Pods

- Opportunity for titles under \$20.
 Brain Games and other Touch
 Generations titles have been proposed
- · Marketing Position #1 & #2



Wal Mark Merchandise Will A A A A A A Thom story print Note Participation and of participation Participation and of participation Case of participation and of participation Participation and participation and of participation Case of of participation Case

Wal Mart Channel

- · Exclusive Chibi Robo Distribution
 - In-store
 - · Marketing Position 2
 - Timing: 9/29-10/26
 Chibi-Robo Scratch N Sniff Bookmarks
 - Placed in children's books in Top 400 DS stores
 - Placement handled by Mosaic
 - External Communication (Print)
 - · Tab: October 2
 - Toy Catalog Targeting mom's w/ children under 12

 - Mid-November distribution Distribution: 50 million copies
 - · Video Game Guide Web
 - Walmart.com video game page feature





Wal Mart Channel

- · Toy Catalog
 - Targeting mom's w/ children under 12 Distribution: 50 million copies
- Timing: Mid-November distribution
- Video Game Guide
 - Targeting mom's w/ children (expansion theme)
 - Distribution: 3 million copies (Christmas Shop)
 IGN.com as PDF download

 - Timing: Early/Mid-November distribution (in-store)
 - Toy Catalog Targeting mom's w/ children under 12
 Mid-November distribution
 - Distribution: 50 million copies
- Wal-Mart.com
 - Zelda Phantom Hourglass Pre-sell Gift with Reservation
 - Reserve on-line and pick up in-stores
 Gifts will be handed out with pick-up of game

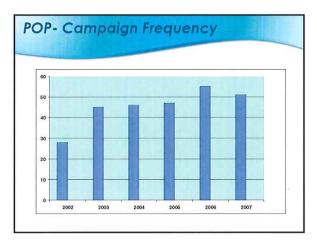


Wal Mart Channel

- · Accessories Pallet (BD&A)
- Exclusive Partnership program featuring Wii Remote, Classic Controller, Points Card and Nunchuk
- DS SW Bundles with licensed accessories
- Hot spot positioningTiming: Dec 26

Point of Purchase

- · POP Campaign History
- · Upcoming POP Campaigns
- · Premiums



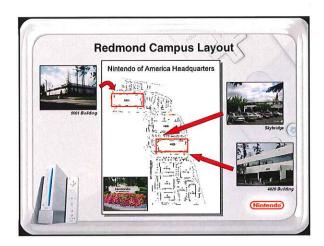


Wii Nintendo DS Battalion Wars 2 • Petite Display Box Placement Starts October 1st Nintendo DS Pokemon Holiday • Side cap at Toys R Us • Floor graphics Flash Focus: Vision Training in Minute a Day* • Counter display DS Expansion • Pre pack* • Check Lane end cap at Toys R Us*

Wii Nintendo DS Super Mario Galaxy New Release Fixture at Best Buy Standee Character Set Interactive Update Wii Viii

Upcoming POP Campaigns Placement Starts November 5th Wii Nintendo DS DS Master of Illusion Professor Layton Super Smash Brother Brawl RZone End Cap at Toys R Us New Release Fixture · Interactive Update (placement in January) at Best Buy · Shroud at Wal Mart Interactive Update (placement in January) **Upcoming Premiums** Launch specific - Fire Emblem - T-shirt - Super Mario Galaxy- T-shirt - Super Smash Brothers- Inflatable punching bag or first aid kit - Zelda Phantom Hourglass- Hourglass Key Chain - Flash Focus- Camera **Upcoming Premiums** Nintendo DS Premiums - Gift bags - Lanyards - Hat · Wii Premiums - Lanyard - Key chain - Ruler - T-shirt - Gift Bags - Hat - Pen Back pack tote Pen · Co-Branded Wii & DS Premiums - Notebooks - Calendars - Commuter Mug





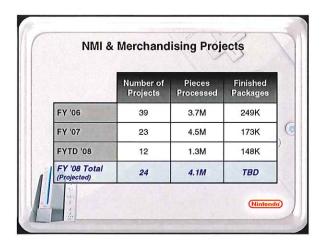














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North Bend Supply Chain NMI Sales Meeting

September 6 & 7

Supply Chain Planning

- Organizational Overview
- North Bend Improvements
- · Peak Season Planning

Supply Chain Planning

- · Facility is located in North Bend, WA
- · Opened in 1992 DTS
- 385,000 sq. ft.
- Single Distribution point for all Americas
- · 1999 Warehouse of the Year







Supply Chain

Organizational Overview

Supply Chain Operations

· North Bend Distribution and Game Pak Assembly

Supply Chain Planning

- · Inbound and outbound logistics / freight
- Customs and Customer Compliance
- Continuous Improvement Projects

Supply Chain

Rick Landry

VP - Supply Chain Group

Rick Lessley

Snr. Director - Supply Chain Operations

Murray Weir

Snr. Director - Supply Chain Planning

Dave Clifford

<u>Director - Supply Chain Performance</u>

Supply Chain

- Ship to over 12,000 DTS points
- Storage capacity 17,500 pallets
- Units shipped 70 million
- DTS cases shipped 2.5 million
- · Head count (peak)
 - 280 distribution
 - 200 game pak assembly
 - 50 support

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Supply Chain Planning

North Bend Improvements

MCP (mixed case picking)

- · Pick, Scan and pack to each level
- Video encryption each item picked
- Inventory accuracy 99.9996%
- Labels for; New Release orders, TAB, etc..



Supply Chain Planning

Automation

Design review - video

Benefits

- 1. Ergonomics
- 2. Reliance on associates
- 3. Daily throughput

Customer Impacts

- 1. Reliability
- 2. Consistency

Supply Chain Planning

Peak Season Planning

- 1. Distribution
 - 2 Shifts
 - · 20,000 cartons / day
- 2. GPA
 - · Second Wii packaging line
 - · Full DS capacity
 - 160,000 games / day
- 3. Transportation
 - · Additional carriers = increased capacity

Thank You

Rick Landry

VP - Supply Chain Group x 2401

Rick Lessley

Snr. Director - Supply Chain Operations x 2487

Murray Weir

Snr. Director - Supply Chain Planning x 2488

Dave Clifford

Director - Supply Chain Performance x 2410

Mark Keller

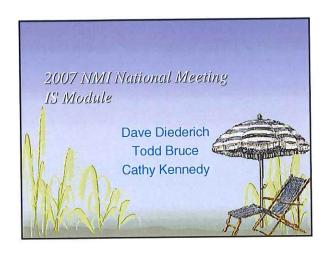
Director - Supply Chain Services x 2747

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Various Technical Topics



- Internet Explorer v7, coming next year
- Charging procedures
- · Cracked screens, using Fujitsu, new insert
- Home networks
- Calibration, perform while on AC adapter
- Change passwords
 - 8 128 characters, minimum 1 number
 - · Case sensitive, avoid special characters



NMI Retail Help

- · Hands on exercises
- New book
 - · General display information
- Pop ups
 - All parts pictured
- Exploded views
 - · Before and after
- Navigation
- Store coverage listing vs. display index



Q&A

- · Any further questions?
- Take your giveaways
- Thanks for coming and see you next year!

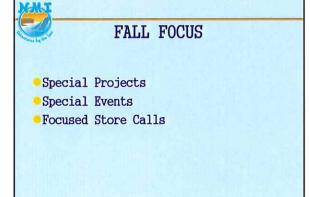




NMI NATIONAL MEETING

SEPTEMBER 5-9, 2007 SAN DIEGO, CA







SPECIAL PROJECTS

- Game Stop
 - Wired remote install
 - Fan Installation on Wii interactive
 - New DS Download floor mats
- Wired remote could follow at more accounts



SPECIAL PROJECTS

- Best Buy
 - Move DS Download Station to Wii base deck
 - Social Gaming Program thru November
- Target
 - Maintain DS Brain Age 2 Bundle end cap thru 11/17



SPECIAL EVENTS

- Best Buy Promo on Sun, 9/16
- •Wii Mall Tour
 - Sep/Oct* 25 cities
 - *2 separate product ed nights with Game Stop & Game Crazy employees after mall closes
 - Nov/Dec 25 cities
- TRU Demo Ubisoft's Jam Session
 - •Use DS belts
 - Sep 22 & 29



FOCUSED STORE CALLS

- Modified checklist
- Emphasis on restocking and display repair
- Decreased time spent on product ed as the holidays draw closer



KEY ACCOUNT OPPORTUNITIES

- Restock
- Gain space
- Product education
 - DS Download Stations
 - Touch Generation
 - Use Nintendo Power on every store call
 - Associate training



KEY ACCOUNT OPPORTUNITIES

- Gather competitive information
- Make contact with store management
- Branding by platform
- •Weekend & after hours events



SECURITY POLICIES

- Sign in and out at ALL stores
- Failure to fully comply will result in an immediate Written Warning
- •Have all bags <u>thoroughly</u> inspected upon entry and exit
 - Failure to fully comply will result in a Verbal Warning & noted on PS as a goal
 - Will escalate to a Written Warning if noted more than once that day or on a subsequent work day



PHOTOS

- Where do your photos go?
- Contests
- Competitive Information
- Special Events
- Photo Do's and Don'ts



THE PROCESS

- All photos are processed by Supervisor
- Quality, content and variety are vital
 - Feedback provided in order to attain best results
- Regional Manager reviews & routes to NOA
- Seen by various departments
 - Marketing
 - Sales
 - Upper management
 - D.O.T.S.
 - Legal



CONTESTS

- •The corporate office implements contests in order to:
 - Gain space and visibility
 - Generate excitement & increase awareness
 - Build rapport within each store
 - Increase product sales!!!



CONTESTS

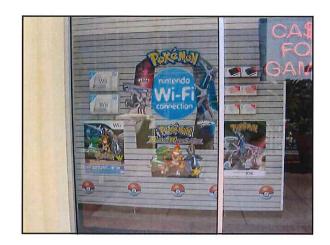
- Criteria
 - Always take a before and after
 - Must be from same angle
 - Be thorough in describing your work
 - "Before" and "After" & name of contest
 - Tell us what you did to make a difference
 - Watch out for:
 - Glare
 - •Reflection...you shouldn't see yourself or the parking lot in the photos
 - Take several photos and turn flash off if necessary



CONTESTS

- Details count
 - Pricing required on all product
 - No missing shelves fill holes
 - Competitive product is out of there!
- Do not cut up or disassemble POP
- Do not use premium items for contest
- Use the crop feature as needed to focus attention on your creation
- Watch out for "POP Pollution"
- Keep safety in mind when stacking POP
- Let's take a closer look.....



























COMPETITIVE INFORMATION

- Snap a photo when you see:
 - New interactives
 - New POP
 - New premium item give-a-ways
- Be descriptive in your comments
 - Product launch date
 - Platforms product is available on
 - Price of product







| EAST CONTRACTOR OF THE PARTY OF |
|--|
| SPECIAL EVENTS |
| Take a photo of your set-up area |
| Table, tablecloth, POP, display boxes |
| Take a photo of the crowd from front |
| Capture excitement of event! |
| Take photo of the lucky winner! |
| Maximum of 4 photos |
| |
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DO'S & DON'TS

- DO take photos showing POP in its environment
 - It's OK to also zoom in if you want to show a particular detail
- DO be on the look-out for unique pieces of eyecatching POP
- DON'T submit a photo with glare
- DO take photos showing new store layouts and branding
- DO use edit and crop feature when warranted









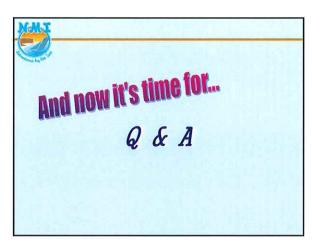


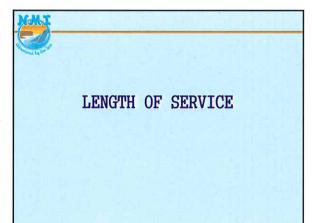


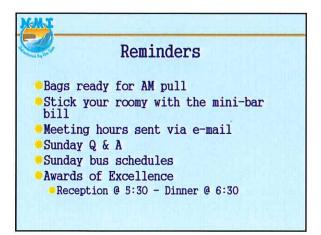


HAND HELD BEST PRACTICES

- Tablet Mode In Stores
- ALWAYS wear strap!
- •Place in equipment bag when not in use
 - Includes when entering and exiting stores
 - •Close cover for storage & when not in use
- Nothing in pouch except business card and computer cleaning cloth
- New insert for equipment bag



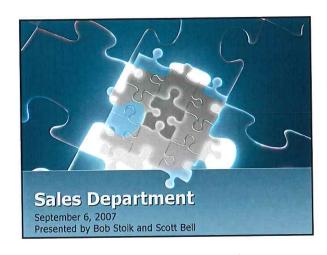






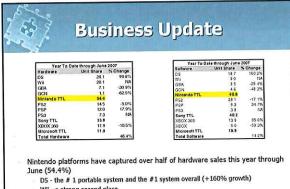
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Kevan Wiilson



Wii - a strong second place

Robust software sales have followed system sales with Nintendo share of platform software at 40.8% of total.



Retail Landscape

- Update on Wii interactives
- Additional space
- Holiday product flow



Best Buy

Status:

- Currently 841 stores
- 60 new stores by February 2008
- Will reach 1,000 stores by February 2009





Best Buy

Merchandising

- Have proposed a corded Wii interactive solution for the end cap. Details forthcoming
- Will be utilizing their new release fixture for key titles Zelda Phantom Hourglass, Mario Galaxy, Super Smash Brawl Titles typically remain in place for 1-2 weeks
- Demo events
 - Have 97 locations booked for 9/16
 - Investigating another event on 11/11
 - THANK YOU for your support on these. Best Buy is thrilled with our participation!



Best Buy

Merchandising

Social Gaming fixture

16' fixture designed to showcase "socially inspired" games.

NOA will receive 4' dedicated to Wii

Best Buy is managing the design and implementation of the program

Will not include Wii interactivity. Will use media player and flash card similar to Wii end cap

Roll out to begin in September



Best Buy

Questions:

DS hardware not sold live
Forward offending stores to NAM and will address the issue with the head office.

However, store is ultimately responsible for shrink

However, store is ultimately responsible for shrink
Nintendo not getting "fair" space
Holiday reset will begin implementation in September and will better align space with volume
No Wii interactive unit

We have presented Best Buy with a corded solution and are awaiting their approval. Could begin implementation by October.

No POP materials

Best Buy tries to maintain a "clean" look to their stores and feel vendor POP challenges this. We regularly utilize elements such as the new release fixture, channel signage and their brand signs.





Best Buy

How can NMI help?

Continue to reinforce our broader-audience strategy

Every customer that walks into Best Buy is a potential DS or Wii customer

The key to success is with DS

Continue to encourage live-sell of DS hardware Educated Blue Shirts on customer solutions on DS

Continue support of demo events

These truly differentiate us from our competition Provide Nintendo with direct customer contact





Target

Status:

- Currently 1,542 stores
- 60+new stores planned to open by end of 2007
- 2000 stores in operation by 2010





Target

Merchandising:

- Single price point endcap dedicated to Brain Age 2 bundle. 3 08/20 to 11/16. Please keep endcap fully stocked.
- Possible Brain Age sidecap outside of electronics. 60 day period starting late December
- Brain Age 1 software front value endcap 09/16 to 11/17.
- GCN players choice no longer on software value endcap effective 09/15.





Target

Questions:

>Why are we not allowed to place p.o.p. at Target ?

Target has a corporate policy against p.o.p. in an effort to maintain a clean look.

>How can we get Target to fill all of their empty spaces in the glass cases with games which are in the back room?

Currently Nintendo is not allowed in the back rooms. We understand this has changed for some vendors with high volume turning product.

>What customer is Target trying to reach?

Target's "guest" is an almost perfect match with our audience expansion strategy. Their strategy in reaching the female guest is to Simply, Affirm, and Inspire. > Are the "headers" changing to Wii and DS? Yes this should be the case, however, we have heard some stores have not changed.

>Will we get more endcaps at Target?

We are working closely with Target in this area. In addition to the Brain Age 2 endcap, we are confidentially working on a Wii software/accessory endcap in Jan.





Target

How can NMI help?

Product education

- Deliver our Audience Expansion message
- Be the eyes and ears for NOA at store level
- Please continue to send information from store level.

In stocks

Continue to educate store personnel about product in the back room and importance of getting to the shelf.





Circuit City

Status:

- Currently 648 stores
- 60-65 new stores planned to open by end of 2007
 - Circuit City may continue to close underperforming locations with the intention to replace up to 200 new and relocated stores opening by end 2008





Circuit City

Questions:

- Is Circuit City ever going to consider a Wii interactive?

 Circuit City is highly interested in Wii interactives however, considering the fact that Wii demand continues to outpace supply, NOA does not believe a Wii interactive will provide the best ROI at Circuit City. NOA would rather invest in things like a a more visually appealing/educational DS end-
- Why not have a display at circuit city similar to what we had at target on the end-cap?
 - NOA is currently reviewing RMP budget for additional in-store presence with Wii.





Circuit City

How can NMI help?

- Store Associate Advocacy
 - Establish relationships to gain regular access to back room.
 (Access has been approved by Circuit City corporate offices)
 Continue to educate store personnel about product in the back room and importance of proper facing and organization of key titles
- Product education
 - Deliver our Audience Expansion message
 - Be the eyes and ears for NOA at store level
 - Continue to send information from store level





GameStop

Status:

- Currently 3,898 Stores
 - Largest retailer by Store Count in America
- 150 new stores to open by January 30th 2008
- 4,250 stores by Holiday 2008





GameStop

Merchandising:

- Brain Age 2 Counter display
 - Please keep this up and full of product as long as you can
- Brain Age Gondola
 - Includes all Brain Age Games and the Brain Age Bundle. Please ensure this is at the front of all stores.
- Wii Interactive a tethered solution will be implemented in late September. (no more battery issues Yeah)

GameSto



GameStop

Questions:

- Could Nintendo provide WiFi service to Game Stop to fully display all the features of the Wii and DS?

 No, GameStop is very particular about associates ability to be on the internet or WiFi during store hours.

 Many stores are placing other games in the Wii interactive. Are we to discourage this from occurring? Is this a directive from GameStop corporate?

 We should always have our disc in the display units. We will try to co-ordinate use

- corporate?

 We should always have our disc in the display units. We will try to co-ordinate use of the interactive for other software for special launches.

 Why aren't there posters for this account?

 GameStop only allows their POP up in store. Posters are not part of the program today.
- Why is it impossible to get a display/window space for a contest at Game Stop? I am told it is against corporate policy.

 GameStop is very careful regarding window space. All signage in window space needs to be approved by corporate.

GameSto



GameStop

How can NMI help?

- Pre-sell is a key element of GameStop's Business.
 - Continue to feed knowledge about our games

Mario Galaxy Pre-Sell will have a contest for Associates

- Continue to Foster RELATIONSHIPS
 - Getting prime spots for POP
 - Securing additional POP placement
 - Getting additional space for Nintendo (we deserve it)
- Continue to Change their Attitude through product education.
 - Nintendo is #1 at GameStop

GameStor



Wal~Mart

Mosaic:

- Nintendo's contract with Mosaic has not been renewed.
- We are no longer paying them to conduct work for us in Wal-Mart
- They are however still merchandising the category, including Nintendo platforms.
- We don't know Wal-Mart's long term plan for Mosaic, but they are pleased with category improvements.
- Wal-Mart is currently developing a new update process for modulars and new items. This should improve modular compliance.
- We do not know if Mosaic can order materials for the cases. Please discuss concerns with department manager.

WAL*MART



Wal~Mart

Modular Plans:

- The process for updating modulars at Wal-Mart is changing. We do not know the exact process at this time.
- During the modular update in September, most stores will have an XBOX case converted to a Nintendo platform. In the 40' set, this will result in 2 cases for Wii/GCN and 2 cases for DS/AGB.
- 1,500 Wal-Mart stores, beginning in September, will be testing a Nintendo Shop concept for reaching an expanded audience. These stores will be receiving 16-20' of additional space for Nintendo platforms.

WAL*MART



Wal~Mart

General (Answers to Questions):

- Nintendo writes Wal-Mart orders for new items. If a new store does not have a new 1st party release, please notify the account management team. The store does not need to be traited to receive a new release, but new stores don't always get added.
- Player's guides are to remain in Wal-Mart stores for 120 days. After this time, Nintendo can provide an Return Authorization number for old guides. The stores can contact the account management team direct to received these RA#'s.
- We are in the process of authorizing DS interactives, DS downloads and Wii flash players for all stores, including new store openings. There are no plans for live Wii demos at grand openings.
- The connection center case will not become a permanent fixture for Nintendo, but we will continue to try to secure these incremental Electronics (not just video games) fixtures, on a monthly basis.

WAL*MART



Wal~Mart

General (Answers to Questions):

Wal-Mart is still learning how to best utilize the MEM's. The Nintendo account management team is currently testing direct communication with the top 10 MEM's to drive store level improvements. We are also working with all MEM's on a Brain Age 2 store-level launch contest. Based on results, this may be another way to leverage the MEM's.

WAL*MART



Wal~Mart

How can NMI help?

- Continue to educate store associates and MEM's on Nintendo platforms.

- platforms.

 Merchandise the new Nintendo Shop section in 1,500 stores (store list will be provided to Mary Jo).

 Ensure compliance of Marketing Positions #1 & #2 (Connection Center and GPS Case), when secured for Nintendo. Store lists and program details will be provided to Mary Jo.

 Continue to help Mosaic merchandise traditional video game cases, and find ways to maximize the retail effort. Although our contract was not renewed, Mosaic will still be instrumental in merchandising the category.

 Maintain/install_DS_Downloads_DS_interactives_and_Wii_Flash_Players.
- Maintain/install DS Downloads, DS interactives and Wii Flash Players.
- Continue to communicate store level issues that need resolution, to the account management team.

WAL*MART



Game Crazy

Status:

- Game Crazy performing well and continuing to outperform standard industry growth
- Hollywood Video Doing well considering the challenging market conditions for the entire rental industry
- Movie Gallery Continuing to under-perform





Game Crazy

Questions:

- Why does Game Crazy get such small shipments of Wii?
- Wii demand continues to outpace our supply.... NOA remains a strong proponent of Game Crazy's business and will provide product to maximize our partnership
- Will they be getting any bundles for Christmas?
- Game Crazy will receive the same SKU's as the rest of retail. NOA will continue to look for unique opportunities to maximize the business but no specific bundles have been determined at this time





Game Crazy

How can NMI help?

- NMI can help drive business by continuing to focus on the store associates as the main sales drivers in the store.
- Continue to provide in-stock surveys. Because of their conservative approach to inventory management, it is beneficial for us to know the in-stock percentage rates.
- Provide feedback on "Mini's"
 - Mini's are unmanned kiosks placed at Hollywood Video locations in rural areas that have little/no competitive Video Game retailers
 - Provide photos / associate feedback regarding successes and difficulties of "Mini's"





Game Crazy

- Monitor compliance of all merchandising elements, especially on the Hollywood side and provide feedback and ideas in how to better attract the Hollywood customer into Game Crazy through portal.
- Game Crazy is a strong Nintendo supporter, and creates a ton of their own in-store marketing elements including signage, posters, pre-sell boxes, etc. NMI can help by providing stores with placement suggestions of these elements and providing feedback to us e.g. pictures, layout suggestions, etc. suggestions, etc.





Toys R Us

Status: 585 stores and holding

Plans to begin opening new stores at a faster rate

- Management changes:
 Positive sales results / +5% year-on-year
 - Nintendo / +79% year-on-year
 - Stores cleaner & brighter
 - Aisle ways free of clutter

Holiday plans

- y prains
 Tween Girl shop end cap
 RZone feature end cap dedicated to Nintendo
 Check lane register end cap
 Understand that TRU does a disproportionate share of their businesss
 in Oct./Nov./Dec.





Toys R Us

Actions Needed:

Store associate education

- SW focus is key
- Accessories

Expanded Audience education

- Everyone in every department is a potential customer
- Games for everyone
- Displays outside of RZone /stocked





Fred Meyer

- 129 stores in the Northwest
- Up 385% year-on-year

Key Initiatives

- Wii Accessory endcap
- Live sell at registers (clip strips) to drive DS sw sales
- Wii Educational Video Loops in 5 test locations starting in September.
- Security gate shrouds: Zelda: PH, Super Mario Galaxy
- 10/14 FSI: Buy two T.G. games/get one free : PDQ's will be offered to account to support promotion.
- 11/17: Gamer's Night





Fred Meyer

How can NMI help?

- Monitor execution of displays (i.e. the Wii accessory endcap, shrouds, PDQ's and Wii educational loops)
- Report back to NAM re: execution of all displays
- Provide training to store associates for execution of Gamer's Night

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Fry's

How can NMI help?

- Monitor DS Download Station displays at retail
- Report back to NAM re: execution of displays
- Report back to NAM re: opportunities for merchandising





Meijer

How can NMI help?

- Interactive display needs for 2008: 36 NDS Lite in-line interactives (this will be enough for all new and remodel stores for 2007/2008.
- In-store holiday initiatives for 2007: casual gaming, Guitar Hero 3 are focal points; increasing attach rate of SW and peripherals thru suggestive selling methods.
- Initiatives for 2008: increasing attach rate of SW and peripherals cutting down Sony SW cases and reallocating real estate to Wii and NDS.

MEIJER



Kmart and Sears

Status:

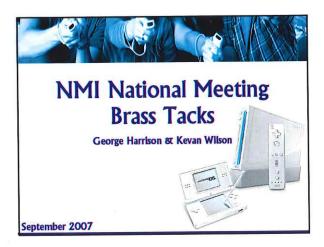
- No longer calling on these locations
- Little new activity with these stores overall
- Kmart is testing enlarged video game sections in a few stores. We are awaiting the results.



SEARS



Thank You



ME SE

AGENDA

- > Since We Last Met
- > State of the Industry
- > Corporate Priorities
- > Holiday Strategies







Wii Launch Review - Strategies

- Use viral and buzz marketing beginning in September
- Paid media began one week before launch, emphasize 25-49 age target
- Make sampling more accessible to the expanded audience
- Communicate the unique game play of Wii and the social nature of Wii Sports
- Focus on in-store education rather than interactivity



MomBlogs (

Here's how it began: I get an email with 'Nintendo Ambassador' as the subject. I look over it, and send a reply, 'Tm sorry but I think you may have sent this by missake'. Get an email back stating that it was no mistake along with proof that the email is legit (I think I may have asked for them to take me off the spam list or something short and cynical) and that they know who I am (which I'm assuming meant the lowest-tech person stumbling around the blogosphere) and found me through my blog. Wow. OK, interest peaked. After a few more emails back and forth I find myself all singned up as a Nintendo Ambassador. Huh? I basically agreed to have some super hush-hush gamer shindig at my house so a big old bunch of my family and friends could check out the highly anticipated...

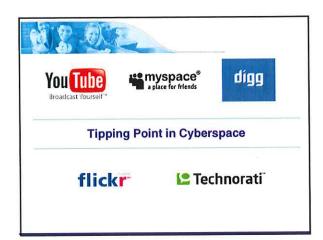
Viral Ambassadors

Triffication down



The Japanese game company merged viral marketing techniques with Tupperware parties in the months leading up to the Nav. 9 Isaunch of Will, which is pronounced "whee." Nintandor recruited a handful of gregarious, technaryy mors — whom it dubbed "alpha moms" — to share the console with their friends.

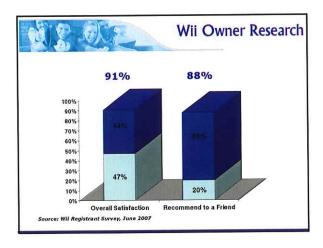
Linda Perry, who started a Yahoo parents' group called Peachhead, was one of three designated, and decidedly animated, buzz-makers in Los Angeles. She sent out challboards insting 35 Friends to Come out and play in a bash at one of the city's favorite star haunts, the Chatesu Marmont.





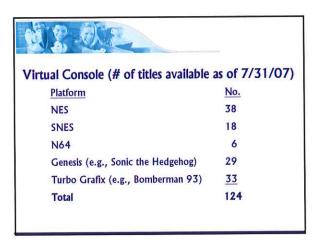




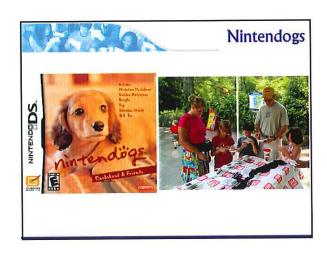


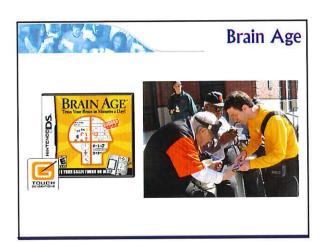


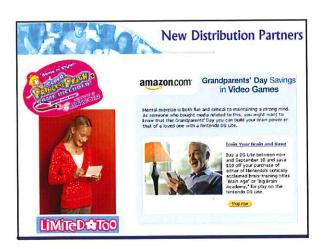


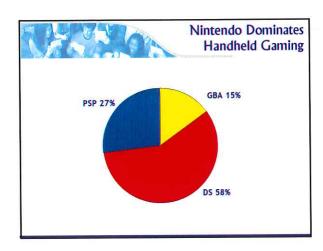


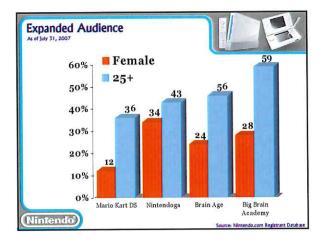


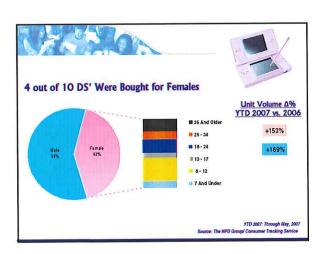




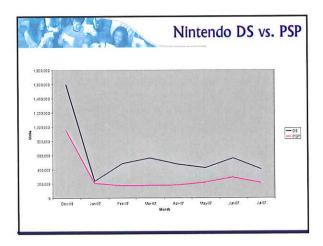




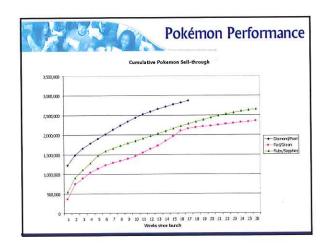






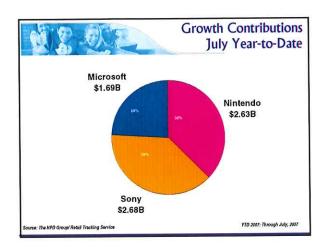


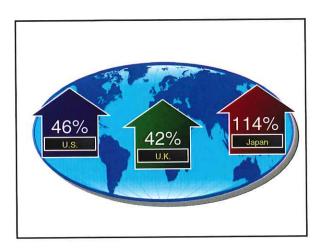


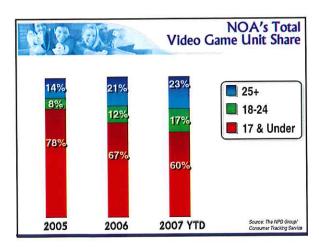


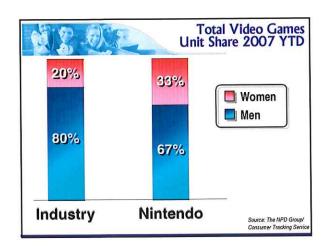


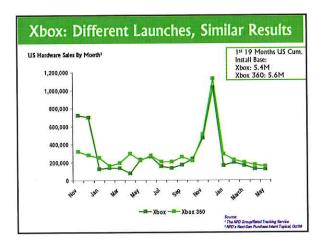


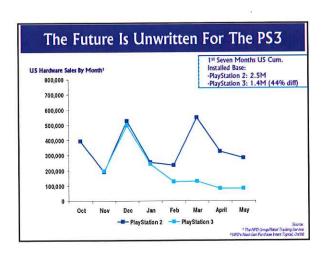




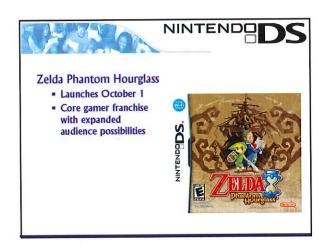








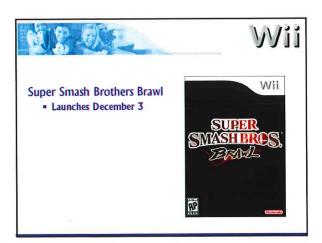
















| NOA Success Formula |
|--|
| Dominate handheld gaming |
| Innovate console gaming |
| Expand the gaming universe |
| Connected consumer conversations |
| One focused organization |





- Focus on existing popular and new titles
- Use Pokémon and Mario Party DS to reach younger gamers
- Use Zelda and Brain Games to reach the expanded audience



Transition Update

Logistics

- San Francisco
- New York City

Staffing

Restructuring

• NMI & Merchandising to Sales

| (Nir | ntendo |
|------|--------|
| | |
| | |